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NATIONAL CONFERENCE OF SOCIAL WORK

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FORT CHAMBLY
MONTREAL

THE CONFERENCE BULLETIN

OF THE

National Conference of Social Work

82 North High Street, Columbus, Ohio

President: Katharine F. Lenroot, Washington, D. C.

Treasurer: Charles C. Stillman, Columbus, Ohio.

General Secretary and Editor of the Bulletin:

Howard R. Knight, Columbus, Ohio



JANUARY, 1935

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OFFICERS

1934-1935

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Executive Committee

Ex-officio:—Katharine F. Lenroot, President; Monsignor Robert F. Keegan, First Vice-President; Helen Hall, Second Vice-President; C. Whit Pfeiffer, Third Vice-President; Charles C. Stillman, Treasurer.

Terms expiring 1935—Pierce Atwater, St. Paul, Minnesota; Frank Bane, Chicago, Illinois; Maude Barrett, New Orleans, Louisiana; Paul T. Beisser, Baltimore, Maryland; Karl de Schweinitz, Philadelphia, Pennsylvania; Mary Gibbons, New York, New York; Rhoda Kaufman, Atlanta, Georgia; Blanche L. LaDu, St. Paul, Minnesota; The Reverend Daniel N. McLachlan, Toronto, Canada; Ruth Taylor, Valhalla, New York; Forrester B. Washington, Atlanta, Georgia; Walter Whitson, Houston, Texas.

Terms expiring 1936:—Anita Eldridge, San Francisco, California; William J. Ellis, Trenton, New Jersey; William Hodson, New York, New York; Katharine F. Lenroot, Washington, D. C.; H. L. Lurie, New York, New York.

Terms expiring 1937:—Mary Irene Atkinson, Columbus, Ohio; Stanley P. Davies, New York, New York; Samuel A. Goldsmith, Chicago, Illinois; John F. Hall, Seattle, Washington; Kate McMahon, Boston, Massachusetts.

NOMINATIONS FOR OFFICERS

1935-1936

According to constitutional regulations the list of nominees for officers and members of the Executive Committee of the National Conference for election in 1935 is printed herewith.

President: The Right Reverend Monsignor Robert F. Keegan, Executive Director, Catholic Charities, New York City.

First Vice-President: Sophonisba P. Breckinridge, Professor, Graduate School of Social Service Administration, University of Chicago, Chicago, Illinois.

Second Vice-President: Charlotte Whitton, Executive Secretary, Canadian Council of Child Welfare, Ottawa, Canada.

Third Vice-President: Margaret Reeves, Director, State Bureau of Child Welfare, Santa Fe, New Mexico.

The following members of the National Conference of Social Work were nominated for the Executive Committee. (Seven to be elected.)

Frank Bane, Director, American Public Welfare Association, Chicago, Illinois.

Howard S. Braucher, Secretary, National Recreation Association, New York City.

Josephine C. Brown, Administrative Assistant, Federal Emergency Relief Administration, Washington, D. C.

Elsa Castendyke, Executive Secretary, Washburn Children's Home Society, Minneapolis, Minnesota.

Michael M. Davis, Director of Medical Services, Julius Rosenthal Fund, Chicago, Illinois.

Harry Greenstein, Director, Federal Emergency Relief, Baltimore, Maryland.

Peter Kasius, General Manager, Provident Association, St. Louis, Missouri.

Jacob Kepcs, Director, Jewish Home Finding Society, Chicago, Illinois.

Leila Kinney, School of Public Welfare Administration, Political Science Department, University of Cincinnati, Cincinnati, Ohio.

The Reverend Thomas O'Dwyer, Director of Catholic Charities, Los Angeles, California.

Gay B. Shepperson, Secretary, State Department of Public Welfare, Atlanta, Georgia.

Elwood Street, Director of Public Welfare, District of Columbia, Washington, D. C.

Ina Tyler, Field Representative, Extension Division, State University of Iowa, Iowa City, Iowa.

Walter West, Executive Secretary, American Association of Social Workers, New York City.

To fill the terms expiring in 1936, the Nominating Committee submits the following names: (Two to be elected.)

Joanna C. Colcord, Director, Charity Organization Department, Russell Sage Foundation, New York City.

Fred C. Croxton, Columbus, Ohio.

Justin Miller, Dean of the College of Law, Duke University, Durham, North Carolina.

W. Frank Persons, Director, United States Employment Service, Department of Labor, Washington, D. C.

Nominations for Section Officers and Committees

Under the amendments to the Constitution and By-Laws adopted at Kansas City last year, the officers and members of Section Committees are elected by ballot in the same way and at the same time as the Officers and Executive Committee of the Conference. Each Section Chairman has appointed a Committee on Nominations, and their reports for election at Montreal are as follows:

SECTION I—Social Case Work

One to be elected:

Chairman: Ruth Blakeslee, Federal Emergency Relief Administration, Washington, D. C.

Vice-Chairman: William Savin, General Secretary, Family Service Association, Washington, D. C.

Committee members for terms of three years expiring in 1939, five to be elected:

C. W. Areson, Child Welfare League of America, New York City.

Florence Day, School of Applied Social Sciences, Western Reserve University, Cleveland, Ohio.

Elizabeth Dexter, Precinct Administrator, Home Relief Bureau, New York City.

Mrs. Robert L. Duckworth, Methodist Orphans Home Association, St. Louis, Missouri.

Annette Garrett, Judge Baker Guidance Clinic, Boston, Massachusetts.

Alvin Guyler, State Emergency Relief Bureau, Harrisburg, Pennsylvania.

Mary Howell, Children's Aid Society, Richmond, Virginia.

Lavinia Keys, Director of Social Service, Alabama State Relief Administration, Montgomery, Alabama.

Mabel Mattingly, Fordham University, School of Social Work, New York City.

The Very Reverend Monsignor R. Marcellus Wagner, Director, Catholic Charities, Cincinnati, Ohio.

Anna Ward, Family Welfare Association, Baltimore, Maryland.

SECTION II—Social Group Work

One to be elected:

Chairman: Grace Coyle, Assistant Professor, School of Applied Social Sciences, Western Reserve University, Cleveland, Ohio.

Vice-Chairman: Helen Hall, Head Worker, Henry Street Settlement, New York City.

Committee members for terms of three years expiring in 1939, five to be elected:

Henry M. Busch, Cleveland College, Cleveland, Ohio.

Hedley S. Dimock, George Williams College, Chicago, Illinois.

Dora Einert, Carnegie Institute of Technology, Pittsburgh, Pennsylvania.

Bessie McLennahan, University of Southern California, Los Angeles, California.

Leah Milkman, Group Work Division, Federation of Social Agencies, Pittsburgh, Pennsylvania.

Max Nelson, East Boston Social Center Council, Boston, Massachusetts.

W. I. Newstetter, School of Applied Social Sciences, Western Reserve University, Cleveland, Ohio.

Arthur Swift, Union Theological Seminary, New York City.

Margaret Williamson, National Board, Young Women's Christian Association, New York City.

SECTION III—Community Organization

One to be elected:

Chairman: Ralph H. Blanchard, Associate Director, Community Chests and Councils, New York City.

Mrs. Blanche L. LaDu, Chairman, State Board of Control, St. Paul, Minnesota.

Vice-Chairman: Jane M. Hoey, Assistant Director, Welfare Council, New York City.

Charles C. Stillman, Director, School of Social Administration, Ohio State University, Columbus, Ohio.

Committee members for terms of three years expiring in 1939, five to be elected:

Richard Conant, Commissioner, Massachusetts Department of Public Welfare, Boston, Massachusetts.

Helen Currier, Associate Secretary, Council of Social Agencies, Dayton, Ohio.

Anita Faltz, Board of State Aid and Charities, Baltimore, Maryland.

Samuel Gerson, State Director of Relief, Montana Emergency Relief, Helena, Montana.

Kathryn D. Goodwin, Emergency Relief Administration, Madison, Wisconsin.

John F. Hall, Executive Secretary, Community Chest, Seattle, Washington.

Louis W. Horne, Executive Secretary, Community Chest, Lincoln, Nebraska.

Albert H. Jewell, Executive Director, Health Conservation Association, Kansas City, Missouri.

The Reverend M. F. McEvoy, Catholic Social Welfare Bureau, Milwaukee, Wisconsin.

Elsie Mountain, Executive Secretary, Young Women's Christian Association, Kansas City, Missouri.

Florence L. Sullivan, State Department of Public Welfare, Phoenix, Arizona.

SECTION IV—Social Action

One to be elected:

Chairman: Leifur Magnusson, Director of Washington Office, International Labor Office, Washington, D. C.

Vice Chairman: Josephine Roche, Assistant Secretary of the Treasury, Washington, D. C.

Committee members for terms of three years expiring in 1939, five to be elected:

John B. Andrews, Secretary of American Association for Labor Legislation, New York City.

Solomon Barkin, Labor Advisory Board Staff, Commerce Building, Washington, D. C.

J. P. Chamberlain, Columbia University, New York City.

Irene Sylvester Chubb, St. Louis, Missouri.

Michael M. Davis, Director of Medical Service, Julius Rosenwald Fund, Chicago, Illinois.

John Edelman, President of Hosiery Workers, Philadelphia, Pennsylvania.

Abraham Epstein, Executive Secretary of American Association for Social Security, New York City.

George Googe, Southern Representative of American Federation of Labor, Atlanta, Georgia.

Rev. Francis Haas, Director of National Catholic School of Social Service, Washington, D. C.

R. G. Wagenet, Regional Industrial Relations Board, San Francisco, California.

Section Nominations for 1936

The same Section Nominating Committees will present reports at Montreal for election of officers and committee members at Washington, in 1936. Hereafter these nominations will be made a year in advance in the same way that officers of the Conference are nominated. Election will be by mail ballot sent to all qualified members of the Conference.

The Chairmen of the Section Nominating Committees are listed below. They will be glad to receive suggestions from Conference members. Under the regulations adopted at Kansas City, no person may serve on more than one Section Committee at the same time, and so far as possible Committee members are chosen from the Conference membership.

Section Nominating Committee Chairmen

Section I—Paul T. Beisser, General Secretary, Henry Watson Children's Aid Society, Baltimore, Maryland.

Section II—Roy Sorenson, National Council, Young Men's Christian Association, Chicago, Illinois.

Section III—Frank Bane, Director, American Public Welfare Association, Chicago, Illinois.

Section IV—John B. Andrews, Secretary of American Association for Labor Legislation, New York City.

Who May Vote

Section 8 of the By-Laws of the Conference provides as follows: "Any person may vote at any annual meeting of the National Conference of Social Work provided (1) that he is a member in good standing at the time of such meeting and (2) that he was a member in good standing at the last preceding annual meeting. However, if he was not in good standing at the time of such meeting by reason of non-payment of dues, then subsequent payment of such dues shall satisfy the requirements of this subsection.

Any institutional member or any institution which is a contributing member as defined in Article I of these By-Laws may cast its vote at any annual meeting of the Conference by designating any member of its board or staff who shall appear personally to cast the said ballot."

The Official Ballot

The official ballot for the election of officers will be mailed to all members of the Conference who under the Constitution and By-Laws have either established their right to vote by the payment of current membership fees or can establish their right to vote by the payment of their membership fee prior to the close of the polls on June 13, 1935. Full instructions as to the use of the ballot together with a return envelope will be enclosed with the ballot when it is mailed from the Conference office just prior to April 1, 1935.

Program Plans For Montreal

The program of the annual meeting at Montreal will be the first one organized under the new plan adopted at Kansas City. The Program Committee has already held three lengthy meetings and at least one more will be held. The result is that the detailed programs of the four main Sections and the six Committees are being worked out together. The total number of meetings will be reduced.

The General Sessions are tentatively planned as follows:

Sunday, June 9. Presidential Address: The Purposes of Social Work as Tests of the Social Order.

Monday, June 10. The Outlook for Economic and Social Security in Canada and the United States.

Tuesday, June 11. The Processes and Possibilities of Social Change in the Economic Order.

Wednesday, June 12. Reception to the President and Conference.

Thursday, June 13. Associate Group Dinners.

Friday, June 14. The Outlook for World Understanding as a Basis for World Security.

Saturday, June 15. Conference Luncheon. The Qualities and Responsibilities of Individual Citizenship in the New Order.

The Section Meetings

Each of the four Sections will hold six sessions. Each Section will use at least one of its sessions for a series of simultaneous group meetings or discussions. The topics, speakers, and discussion leaders will be announced in the next issue of the Bulletin. The Special Committees will hold two or three meetings each.

The Associate and Special Groups

The Associate and Special Groups—forty-six so far—will hold their meetings prior to the National Conference and during the afternoons of Conference week. By mutual agreement, luncheon meetings will be held on two days, Wednesday and Friday of Conference week, instead of one day as last year.

At the Program Conference on January 7, representatives of most of these organizations met with the Program Committee of the Conference and reported on program plans. In this way duplication of subject matter is avoided.

Nominations for the Election of 1936

Under the Conference Constitution the Committee on Nominations, of which Jacob Kepecs of Chicago, Illinois, is the Chairman, will present to the Conference at Montreal nominations for election at the annual meeting of 1936. This Committee will make its report at the General Session of the Conference, June 14. In the meantime it earnestly solicits suggestions for officers or for members of the Executive Committee from Conference members for the consideration of the Nominating Committee. The suggestions should be forwarded directly to Jacob Kepecs, Chairman, Committee on Nominations, National Conference of Social Work, Jewish Home Finding Society, 1800 Selden Street, Chicago, Illinois.

Committees on Special Topics

Since the last issue of the Bulletin the following Committees have been appointed by the Program Committee for one year:

Committee on Rural Life

Chairman: Wilma van Dusseldorp, Social Worker, Georgia Emergency Relief Administration, Atlanta, Georgia.

Robert E. Bondy, Director, Disaster and Civilian Relief, American National Red Cross, Washington, D. C.

Edmund deS. Brunner, Professor of Education, Teachers College, Columbia University, New York City.

Loula Dunn, Regional Social Worker, Federal Emergency Relief Administration, Montgomery, Alabama.

Grace Frysinger, Senior Home Economist, Extension Service, United States Department of Agriculture, Washington, D. C.

O. Latham Hatcher, President, Southern Woman's Educational Alliance, Richmond, Virginia.

Arthur E. Holt, Professor of Social Ethics, Chicago Theological Seminary, Chicago, Illinois.

The Reverend Robert E. Jones, Resident Bishop, Methodist Episcopal Church, New Orleans, Louisiana.

John H. Kolb, Professor of Rural Sociology, University of Wisconsin, Madison, Wisconsin.

Caroline M. Lord, President, Franctown Woman's Club, Franctown, New Hampshire.

E. L. Morgan, Chairman, Department of Rural Sociology, University of Missouri, Columbia, Missouri.

J. McDowell Richards, President, Columbia Theological Seminary, Decatur, Georgia.

Dwight Sanderson, Professor, Rural Social Organization, Cornell University, Ithaca, New York.

Carl Taylor, Regional Director, Land Policy Section, Agricultural Adjustment Administration, Raleigh, North Carolina.

Gertrude Vaile, Associate Professor, Sociology Department, University of Minnesota, Minneapolis, Minnesota.

This Committee will hold three sessions at Montreal.

Committee on Social Aspects of Housing

Chairman: Louis Brownlow, Director, Public Administration Clearing House, Chicago, Illinois.

Vice-Chairman: Ernest J. Bohn, President, National Association of Housing Officials, Cleveland, Ohio.

Helen W. Atwater, Editor, Journal of Home Economics American Home Economics Association, Washington, D. C.

Abraham Goldfeld, Executive Director, Lavanburg Foundation, New York City.

Andrew Hepburn, Boston, Massachusetts.

Joel D. Hunter, General Superintendent, United Charities, Chicago, Illinois.

John Ihlder, Executive Officer, Alley Dwelling Authority, Washington, D. C.

Loula D. Lasker, Associate Editor, The Survey, New York City.

The Reverend Edward Roberts Moore, Director, Division of Social Action, Catholic Charities, New York City.

Mary Simkhovitch, Director, Greenwich House, New York City.

Louise Stanley, Director, Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C.

Joseph P. Tufts, Executive Director, Pittsburgh Housing Association, Pittsburgh, Pennsylvania.

E. J. Urwick, Vice-Chairman, Lieutenant Governor's Commission on Housing Conditions in Toronto, Toronto, Canada.

This Committee will hold three sessions at Montreal.

Committee on the Integration of Institutional Services in the Community Social Work Program

Chairman: Ethel Verry, Executive Secretary, The Chicago Orphan Asylum, Chicago, Illinois.

Vice-Chairman: John A. Eisenhauer, Superintendent, Cleveland Boys' Farm, Hudson, Ohio.

Ethel Barger, Milwaukee Orphan Asylum, Milwaukee, Wisconsin.

Joseph Bonapart, Superintendent, Jewish Orphan Home of Southern California, Los Angeles, California.

The Reverend John M. Cooper, Catholic University of America, Washington, D. C.

Louise C. Cutter, Federation of Agencies Caring for Protestants, New York City.

Julia Goldman, Executive Director, Hebrew Sheltering Guardian Society, Pleasantville, New York.

Helen M. Hazard, Superintendent, Reformatory for Women, Dwight, Illinois.

Dorothy Henry, Cuyahoga County Detention Home, Cleveland, Ohio.

Howard W. Hopkirk, Superintendent, Albany Home for Children, Albany, New York.

O. B. Markey, Cleveland, Ohio.

Leonard Mayo, New York School of Social Work, New York City.

The Reverend Bryan J. McEntegart, Director, Children's Division, Catholic Charities, New York City.

Leroy A. Ramsdell, Executive Secretary, Community Chest, Hartford, Connecticut.

Carrie Weaver Smith, Superintendent, Montrose School, Reisterstown, Maryland.

Grace Towers, Secretary, Montreal Ladies' Benevolent Society, Montreal, Canada.

Elsa Ueland, President, Carson College for Orphan Girls, Flourtown, Pennsylvania.

Hans Weiss, Juvenile Court, Washington, D. C.

This committee will hold two sessions.

Committee on Trans-Border Problems

This committee has been authorized and is in process of formation. It will hold two sessions.

Committee on the American Indian

This committee has been meeting for the past three years. Its authorization expires with the Montreal meeting. Miss Mary Louise Mark, Ohio State University, Columbus, Ohio, has resigned as Chairman, and Mr. Lawrence E. Lindley, Representative, Indian Rights Association, Washington, D. C., has been appointed Chairman in her place.

Requests For Special Committees

By vote of the Program Committee at its last meeting no Committees on Special Topics will be established after April 1 for the Montreal meeting.

The last meeting of the Program Committee will be held in March. All requests for special committees should be sent to the President or the Conference office prior to March 15.

Congratulations

The National Conference of Social Work adds its congratulations to those of thousands of social workers to our President, Katharine F. Lenroot, on her appointment as Chief of the Children's Bureau. She is a worthy successor to her eminent predecessors, Grace Abbott and Julia Lathrop, both of whom also served as Presidents of the Conference.

The Annual Membership List

Following the precedent established last year, the annual membership list is published as Section 2 of this issue of the Bulletin. It includes all the paid members as of December 31, 1934. Please check your name and address now and if it is not correct, notify the Conference office. Every effort is made to keep the membership list accurate as to address and affiliation. Members would greatly assist the office if they would notify us promptly regarding changes of address or position. Additional copies of the membership list are available to Conference members at twenty-five cents.

Montreal Will Be Ready

Under the leadership of Senator Beaubien the Montreal Committee on Arrangements has its work well in hand. Conference Headquarters will be in the Sun Life Building. The various hotel headquarters of the Conference and such Associate Groups as wish them are listed elsewhere. Practically all of the meetings during the daytime will be held in the hotels and churches within easy walking distance of headquarters. The General Sessions will be held in the Forum.

Montreal offers a cultural tradition and history that will add much to the interest of the annual meeting. Many of the delegates will undoubtedly take advantage of the vacation possibilities following the Conference.

Hotel reservations are already coming in rapidly. You should make yours at once, using the blank for that purpose printed elsewhere in this Bulletin.

Invitations For 1937

Several cities have already indicated their intention to invite the annual meeting of the National Conference for 1937. The 1936 annual meeting will be held in Washington, D. C. Cities wishing to invite the Conference for 1937 should secure from the Conference office the memorandum covering the requirements of the host city and a copy of the guarantee blank which must be presented to the Time and Place Committee when it meets in Montreal. Formal invitations with the guarantee blank properly filled in and signed may be sent to the Chairman of the Time and Place Committee, Albert H. Jewell, Health Conservation Association, 1020 McGee Street, Kansas City, Missouri, prior to the annual meeting, or presented directly to the Time and Place Committee at its first meeting in Montreal.

Treasurer's Report

Your Treasurer submits herewith his annual report of the financial operations of the Conference for the year January 1 to December 31, 1934. The financial statement shows all monies received and expended during the year including the liabilities carried over from the preceding year. The total income was \$35,560.65, and the total expenditures \$34,803.54, leaving a cash balance of \$757.12. Of this balance \$334.00 are receipts for the sale of the forthcoming Index and are held for that purpose. On December 31 there were still \$1000.00 of guaranteed new institutional memberships due from Washington. All bills are paid with the exception of \$3942.47, the cost of printing and distributing the 1934 volume of the Proceedings. Against this bill there is a cash balance of \$423.12 and a Washington guarantee of \$1000.00, a total of \$1423.12, leaving a net deficit of \$2519.85.

The Budget statement shows the Budget as originally adopted, and the actual experience of the year, including only receipts and expenditures applicable to 1934. The deficit is the result of a combination of circumstances. The work in the office increased so rapidly before the Kansas City meeting and since, that additional stenographic service was secured. This has cost \$924.00. The Executive Committee authorized securing special publicity service for the Kansas City meeting which cost \$841.00. The preparation of the new Index has proved a far more time-consuming and expensive task than was originally expected. The cost of editorial service and preparation of the manuscript was \$1113.00. Here is a total of \$2879.00 of necessary, extra budgetary expense. In addition, there have been two extra meetings of the Program Committee and one additional meeting of the Executive Committee during

the year. Provision has been made to absorb this deficit in the 1935 Budget.

The Budget for 1935 is presented as revised and approved by the Executive Committee. At its recent meeting the Executive Committee abolished the registration fee of \$2.00 for non-conference members and established the regulation that all persons registering for the Conference should either be members, become members, or be the representatives of member agencies under the regulations that have been in force for some years. The registration fee for non-members has always caused confusion and the difference between the old \$2.00 registration fee and the membership fee of \$3.00 is nominal. The new arrangement also will bring many new people into Conference membership each year.

The Executive Committee also authorized the addition of a staff member for publicity and membership promotion.

We close the year with a total membership of 4523 of which all but 82 are paid. This is a net gain of 649 paid members over the corresponding date of last year. With the addition of the guaranteed memberships from Washington there is a gain of \$3939.00 in the book value of memberships. There is every reason to expect as substantial if not a larger gain in membership in 1935.

The Treasurer expresses his appreciation of the loyalty and cooperation of the members who made possible the work of the Conference this year, and of the indefatigable and efficient services of the Secretary, Assistant Secretary, and staff.

Respectfully submitted,
C. C. STILLMAN, Treasurer.

National Conference of Social Work

FINANCIAL STATEMENT

January 1—December 31, 1934

Operating Balance, January 1st.....\$ 2,983.23

Receipts:

Membership	\$28,092.74
Registration fees	2,234.63
Contributions	317.00
Sales, Bulletin	16.52
Sales, Proceedings	531.09
Refunds	328.12
Miscellaneous	723.33
Index	334.00

Total\$32,577.43

Total Receipts and Balance.....\$35,560.66

*Expenditures:

Salaries	\$17,155.51
Travel	5,327.32
Printing	7,163.60
Postage	1,857.75
Supplies	708.18
Telephone and Telegraph.....	475.44
Rent	780.00
Equipment and Repairs.....	329.77
Miscellaneous	900.73
Refunds	105.24

Total\$34,803.54

Balance\$ 757.12

*Functional Distribution of Expenditures:

Administration	\$12,733.87
Membership and Publicity.....	189.36
Annual Meeting	4,953.24
Proceedings and Index.....	6,213.30
Bulletin	2,193.14
Office Operation	8,053.58
Other	467.05

\$34,803.54

Unpaid Bills (Proceedings).....\$ 3,942.97

Unpaid Guarantee\$ 1,000.00

Balance Available423.12

\$ 1,423.12 \$ 1,423.12

Deficit\$ 2,519.85

National Conference of Social Work

BUDGET STATEMENT

	Budget 1934	Actual 1-1-34- 12-31-34	Budget 1935
Income:			
Memberships	\$25,000.00	\$25,917.74	\$37,000.00
Guarantees	2,000.00	1,000.00	2,000.00
Registration fees.....	2,000.00	2,234.63	
Miscellaneous	1,000.00	1,666.06	1,500.00
Total	\$30,000.00	\$30,818.43	\$40,500.00

Expenditures:

Salaries	\$14,000.00	\$17,155.51	\$19,700.00
Travel	3,850.00	5,327.32	4,400.00
Printing	7,500.00	6,969.21 (a)	7,500.00
Postage and Express.....	2,100.00	2,002.15 (b)	2,300.00
Supplies	800.00	713.05 (c)	1,000.00
Telephone & Telegraph.....	350.00	475.44	500.00
Rent	720.00	780.00	960.00
Equipment & Repairs.....	150.00	329.77	300.00
Miscellaneous	400.00	591.27	500.00
Refunds		105.24	

Total\$29,870.00 \$34,448.96 \$37,160.00

General Administration.....	\$12,250.00	\$12,733.87	\$12,200.00
Membership and Publicity.....	200.00	189.36	4,500.00
Annual Meeting	2,300.00	4,953.24	3,300.00
Proceedings and Index.....	5,300.00	6,108.72*	4,750.00
Bulletin	2,600.00	2,193.14	2,550.00
Office Operation	6,820.00	8,053.58	9,360.00
Other	400.00	217.05	500.00

Total\$29,870.00 \$34,448.96 \$37,160.00

(a) includes \$3322.30 1934 Proceedings bill, unpaid

(b) includes 562.86 1934 Proceedings bill, unpaid

(c) includes 57.81 1934 Proceedings bill, unpaid

* includes \$3942.97

Summary 1934

Total Budget Receipts	\$30,818.43
Unpaid Guarantees (Washington)	1,000.00
Balance from 1933	110.68
Total 1934 Income	\$31,929.11
Deficit	2,519.85
	\$34,448.96
Total 1934 Expenditures	\$34,448.96

Summary 1935

Estimated Income 1935	\$40,500.00
Estimated Expenditures	\$37,160.00
1934 Deficit	2,519.85
Total Expenditures 1935.....	39,679.85
Estimated Surplus	\$ 820.15

Publicity at the National Conference of Social Work

Good social work publicity like any other form of good publicity does not just happen. It is the result of careful preparation, experienced skill, adequate financing, and material that has real news and publicity value. The National Conference of Social Work has always had ample material but it has not had, at least in recent years, sufficient funds to provide an adequate amount of expert direction and the proper preparation. The Conference has been criticized and rightly so for not taking fuller advantage of the opportunity which the annual meeting affords each year for better and more publicity for social work. This has been one of the real problems that has been recognized, struggled with, but not yet solved.

The annual meeting of the Conference undoubtedly affords the best single occasion for national social work publicity. Here are brought together leaders from all over the country, many of whom appear on the program with subjects, discussions, and opinions that have real value for social work and should be and can be given much wider publicity than in the past.

The very mass of the material constitutes one phase of the problem. Only a relatively small proportion of the material can be publicized. The Conference usually has excellent publicity in the press of the city in which it meets. It has not enjoyed such good publicity or that which the subject matter deserves in the press of other cities. This has been due almost entirely to lack of facilities for making it easily available. The task of securing national publicity is a technique in itself and requires the skill of an expert in its preparation and distribution.

The publicity service for the Kansas City meeting was unquestionably the best we have had for many years. A brief summary of what was actually done might be of interest to Conference members. The Conference was fortunate in securing the services of Miss Louise Bache of the Community Chests and Councils. Considerable material about the Conference, its constituency, its history, and so on was compiled in advance. Division Chairmen and Associate Group representatives were asked to point out what they regarded as the chief features on their program. A file system was set up so as to make quickly available advance manuscripts, briefs that had been prepared, photographs, biographical data, and so on for each of the speakers appearing on the program.

Several months before the annual meeting, the Conference office secured the services of more than one hundred and fifty local publicity representatives from as many different cities. These volunteers agreed to serve as centers of information regarding the Conference and to stimulate the local use of news stories about the Conference as well as the reports that would be received from Kansas City when the annual meeting was actually in session. Four advance releases were mailed out. The first a call from William Hodson, the President, to attend the meeting in Kansas City and pointing out the importance of that

meeting. The second described the program and gave a list of some of the more important subjects and speakers. Both of these releases carried notes with them suggesting to the representatives that a local touch be added to make it more or less a home story. The third release, also sent to the local publicity representatives, gave the speakers from each city who would take part in the program. This release was of course limited to those cities from which there were speakers on the program. The fourth release sent to the publicity representatives gave information about the two national broadcasts that had been arranged with a suggestion that they notify the local social work groups.

Prior to the annual meeting all of the national press services were interviewed and letters were sent to most of the large important newspapers in the United States calling attention to the importance of the occasion and asking their cooperation. Press headquarters were established at Kansas City about ten days in advance of the annual meeting. The local papers and press services were interviewed and their cordial cooperation solicited.

Although it is the responsibility of the person in charge of the program to secure advance manuscripts from the speakers for publicity purposes, the Conference office always follows this up with an official request to each speaker for the manuscript. One of the greatest difficulties is in securing these advance manuscripts far enough ahead of the annual meeting to be of real use. As soon as a manuscript was received a news story was prepared with a proper release date and sufficient copies made for the use of all the press services. Some of the more important addresses were sent to a selected list of newspapers over the country. Despite all the pressure that could be brought to bear many of the important manuscripts were not secured until a day or two before the Conference opened or until after the speaker arrived in Kansas City. This, of course, placed terrific pressure on the press service and prevented any real national distribution except that which went out over the telegraph wires through the national press services from Kansas City.

The Kansas City papers did an excellent job of covering the Conference and gave not only ample space but very intelligent reporting. The New York Sun, the Chicago Tribune, and the Toledo Blade sent special representatives to cover the Conference while papers like the New York Times, the New York Herald Tribune, and others asked the national press services to especially cover the Conference for them. The Literary Digest had a full-page article and pictures of Mr. Hodson and Mr. Bookman the week following the Conference. The clippings received after the Conference was over would indicate that the Kansas City meeting in all probability received more publicity than any recent meeting. It is also obvious from reading the clippings that there was a far more intelligent reporting of the Conference than would have been the case had there been no special service provided.

One of the unusual features of the publicity at Kansas City was the cooperation of the Columbia Broadcasting Company and the National Broadcasting Company. Dr. Tugwell's address on Monday evening was broadcasted for half an hour over a nation-wide hook-up and Monsignor Keegan's final address at the Conference Luncheon on Saturday noon was likewise broadcast. During the week the National Broadcasting Company through their local station gave four regional broadcasts. Incidentally, the Paramount Moving Picture Company sent two men from Chicago to take news pictures of the Conference for use in news reels. They also took a news reel of Dr. Tugwell addressing the General Session of the Conference. A complete report of the Kansas City experience would take too much space. It can be summarized with the statement that while it was probably the best publicity service that the Conference has had for many years, at best it has only pointed the way to what could be done with more adequate personnel, a longer period of preparation, and regular expert service.

While the meeting of the National Conference loses its news value as a meeting the day it closes, nevertheless a large amount of the material presented at the Conference is useful and should be used during the

months that follow through various other media of publicity. With careful preparation and some revamping much of it could and would be used through various class journals such as the religious press, the educational press, and so on. Much of it could also be revamped into releases for local use during the weeks and months that follow an annual meeting and would have just as much value as it had at the time of the annual meeting.

It is stated in the preamble of the Constitution of the Conference that one of its basic functions is "to disseminate information." Surely if we are to carry out this part of our responsibility the next step forward for the Conference is the development of ways and means of disseminating the information presented at the time of the annual meeting much more widely than we have been able to do heretofore. The Conference is in a strategic position to promote this type of publicity not for the Conference as an organization but with the object of helping to create a more intelligent understanding of what social work is all about. At its recent meeting the Executive Committee, recognizing both the need and the opportunity, authorized the development of this side of our work, particularly during the next two years.

The Sixty-second Annual Meeting

The National Conference of Social Work

and Associate Groups

June 9, 15, 1935

Montreal, Canada

Conference Headquarters
Sun Life Building

Hotel Headquarters
The Mt. Royal

Make Your Reservations Now!

KEY to
CENTRAL DISTRICT OF MONTREAL
for National Conference of Social Work, June 9-15, 1935

**Hotels**

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| <ul style="list-style-type: none"> 1. WINDSOR—Dorchester and Windsor Sts. 2. MOUNT ROYAL—Peel and Burnside Place. 3. RITZ CARLTON—Sherbrooke St. between Drummond and Mountain Sts. 4. QUEEN'S—Windsor and St. James Sts. 5. FORD—Dorchester St. West, between Bishop and MacKay Sts. 6. LASALLE—Drummond St. between St. Catherine and Dorchester Sts. 7. BERKELEY—Sherbrooke between Drummond and Stanley Sts. | <ul style="list-style-type: none"> 9. BONAVENTURE STATION—St. James and Windsor Sts. (C.N.R., Rutland, Ct. Vt., B. & M.). 10. MCGILL UNIVERSITY 11. LOOK OUT POINT AND CHALET, MOUNT ROYAL 12. ST. JAMES UNITED CHURCH 13. THE "FORUM" 14. Y.W.C.A., 1124 Dorchester St. W. 15. Y.M.C.A., 1441 Drummond St. 16. UNITED CHURCH OF CANADA—1190 Dorchester St. W. 17. ROYAL VICTORIA COLLEGE—554 Sherbrooke St. W. 18. MCGILL UNION—690 Sherbrooke St. W. 19. SUN LIFE ASS. CO.—Dominion Sq. |
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- 8. WINDSOR STATION—Windsor and Osborne Sts. (C.P.R., D. & H., N.Y.C., B. & M.)

Issued by MONTREAL TOURIST AND CONVENTION BUREAU for Convention Information

Headquarters, National Conference, Sun Life Assurance Building

Hotel Reservations at Montreal

Requests for hotel reservations may be made on blank below. Please indicate more than one preference so that if it is not possible for Mr. Grafftey to locate you at the hotel you wish first at the price you designate, he can secure a room for you at your second or third choice hotel. Applications should be sent directly to Mr. George A. Grafftey, Chairman, Committee on Hotels and Housing, Montreal Tourist and Convention Bureau, New Birks Building, Montreal, Canada. Following is a list of hotels with rates:

Hotels	With Bath	
	Single	Double
Berkeley 1188 Sherbrooke Street, W.	\$3.00 up	\$4.50 up
Ford Dorchester Street, W.	2.00 up	3.00 up
De LaSalle 1240 Drummond Street	2.50 up	3.00 up
Mount Royal Peel Street	3.00 up	5.00 up
Place Viger Viger Square	3.00 up	5.00 up
Queen's Windsor Street	2.50 up	4.50 up
Ritz-Carlton Sherbrooke Street W.	4.00 up	7.00 up
Windsor Windsor Street	3.00 up	5.00 up

Rooms without bath at a lower rate are available at the following hotels: Berkeley, Ford, Place Viger, Queen's, and Windsor. There are a number of other hotels in Montreal. Send your requests to Mr. Grafftey and he will be glad to take care of your needs.

Hotel Headquarters

Group	Hotel
National Conference of Social Work	Mount Royal
American Association of Psychiatric Social Workers	Windsor
American Association of Schools of Social Work	Windsor
American Association of Visiting Teachers	Queen's
American Birth Control League	Ritz-Carlton
American Public Welfare Association	Mount Royal
American Social Hygiene Association	Mount Royal
Big Brother and Big Sister Federation	Windsor
Child Welfare League of America	Windsor
Episcopal Social Work Conference	Mount Royal
Family Welfare Association of America	Mount Royal
Mothers Aid Association	Queen's
National Association for Travelers Aid and Transient Service	Windsor
National Committee on Volunteers in Social Work	Windsor
National Council for the Physically Handicapped	Queen's
National Federation of Settlements	Windsor
National Probation Association	Windsor
Seamen's Agencies	Windsor

Hotel Reservation

Please reserve rooms { with } bath at about \$ per day, from
June to June, 1935. Prefer Hotel

1. 2.
3. 4.

Signed

Address

Mail to:

Mr. George A. Grafftey
Convention Bureau
New Birks Building
Montreal, Canada.

The Mount Royal is headquarters hotel for the National Conference of Social Work. A number of the Associate and Special Groups have designated special hotel headquarters as listed above. Registration, Information Service, and so forth will be at the Sun Life Building. Please use blank when writing for your hotel reservation.